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RV FINANCIAL FACTS

A quarterly newsletter for the financial community about RVs and the family camping industry...

Vol. 9, No. 3 Fall 1983

RV Industry Ready to Host Financial Community

Ann Clurman

William Freund

The doors are ready to swing open for RVIA's lenders' program to be held Nov. 30 at the association's 21st Annual National RV Show at the Kentucky Exposition Center in Louisville, Nov. 29-Dec. 2.

"The seminar and its participants will supply valuable information to loan officers on the profit opportunities of RV loan portfolios," Robert L. Berner, vice president of Citicorp in New York and chairman of RVIA's Finance Committee, said, "and we extend a warm invitation to loan officers to come and see the RV industry in action."

The lenders' program is being designed as a convenient one-day trip for busy loan officers, with the Executive West Hotel, where the seminar will take place, and the Exposition Center located next to each other and less than a mile away from the Louisville airport.

Headlining the program will be Dr. William Freund, senior vice president and chief economist of the New York Stock Exchange, who will gear his remarks especially to the lending community.

Also appearing on the program with Freund will be David J. Humphreys, RVIA's president and general counsel, who will discuss the current state of the RV industry, and Ann Clurman, vice president of Yankelovich, Skelly & White, well-known marketing consultants, who will give highlights of their upcoming report on the long-term outlook of the RV industry. The report is titled "The RV Market: A Social Values Based Assessment."

Norman Jacobson, vice president of

(more on page 2)

Two Giant Shows to Premier '84 Models

RVIA is gearing up for its two fall shows—the 31st Annual Recreation Vehicle and Manufactured Housing Show at Dodger Stadium in Los Angeles, Calif., November 2-13, and the 21st Annual National RV Show, November 29-December 2, in Louisville, Ky.—with both shows promising to be the biggest they've been since 1978.

"With RV shipments for the first half of '83 running nearly 40% ahead of last year, both exhibitors and dealers are looking ahead to the shows with renewed enthusiasm," Ken Rentzsch, chairman of RVIA's Dodger Stadium Show Committee and executive vice president of Vogue Coach Corporation in Sun Valley, Calif., said.

"This has been an excellent year for the industry so far and there's every reason to believe the upswing will continue in 1984," Rentzsch said.

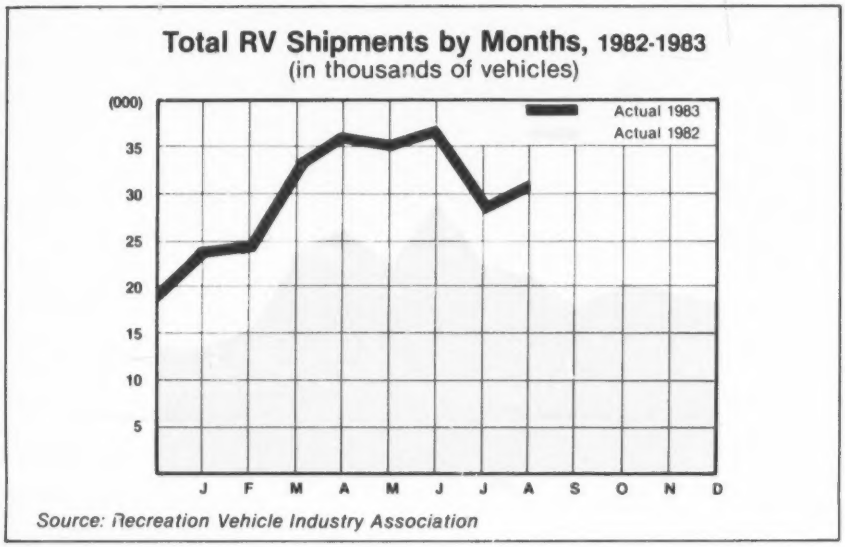
John Casey, chairman of RVIA's National Show Committee and president of Shurflo in Anaheim, Calif., concurred, saying: "Interest in the Louisville Show has been overwhelming."

Highlighting the mammoth Louisville Show, which is the biggest and most prominent annual event in the RV industry, will be a seminar exclusively for lending officers on Wednesday, November 30 (see story in adjoining column), as well as several other seminars strictly for RV dealers.

The dealer seminars, which are designed to help dealers maintain and expand their businesses, will cover advertising and promotion, rentals,

(more on page 2)

RECREATION VEHICLE INDUSTRY ASSOCIATION



Source: Recreation Vehicle Industry Association

Soaring Ahead
RV Shipments Continue Steady Climb

RV shipments are running way ahead of last year, up 37.7% as of August and continuing a rigorous climb that began three years ago.

A total of 248,800 RVs have already been shipped from manufacturers to RV dealers so far in 1983 according to August shipment figures charted by RVIA's Marketing Committee, which charts the figures monthly. This is more than were shipped for the entire years of both 1980, when there were 181,400 RVs shipped, and 1981, when there were 239,100.

For August alone, 30,300 RVs rolled out of factory doors compared to 22,100 shipped last August.

Production Levels Boosted

"Shipment figures have been increasing solidly and several RV firms have responded to this positive news by increasing their production levels as a result," David J. Humphreys, RVIA's president and general counsel, says.

"American consumers are finding RVs are good family investments," he continues, "because they can provide for cost-effective family vacationing and because they offer opportunities for family togetherness."

Overall this year, the largest increase in deliveries among the three basic types of RVs—motor homes, multi-use and towables—was in motor homes, rising 47%. Next were multi-use vehicles, with a 40% increase, followed by towables, up 30%.

In the motor home category, the largest units (conventional Type A) surged 65.6%, followed by chopped vans, up 61.8%, and van campers, climbing 13.3%.

Intentions to rent and buy RVs, regularly charted by the Survey Research Center of the University of Michigan, remained high. Intentions to buy climbed to 2.9% for August and intentions to rent were 15.6%. Survey participants were asked the question: "Would you consider renting or buying a recreation vehicle in the next year or so?"

Giant Shows *(from page 1)*

parts and accessories, and towing.

Another highlight of the Louisville Show will be the traditional RV Industry Party on Thursday, Dec. 1, also at the Executive West.

The show will have about 300 exhibitors and 1,000 of the latest model RVs on display. Hours will be Tuesday, Wednesday and Thursday (Nov. 29-Dec. 1), 9 a.m. to 5 p.m., and Friday (Dec. 2), 9 a.m. to 2 p.m.

The Dodger Show is open to dealers and other industry representatives Nov. 2-4 and to the public Nov. 5-13.

Show hours for trade days will be Wednesday and Thursday (Nov. 2-3), 9 a.m. to 4 p.m., and Friday (Nov. 4), 9 a.m. to 1 p.m. During these times, RVIA will offer its traditional complimentary bus service to the show from three downtown hotels—L.A. Hilton, Hyatt Regency and Sheraton Grande. The industry party will be held Wednesday, Nov. 2 at the Hyatt Regency in downtown L.A.

The show will be open to the public, Saturday, Nov. 5 through Sunday, Nov. 13, 10 a.m. to 7 p.m. daily. Admission tickets for public days are available.

The Dodger Show will draw about 2,000 RV dealers and 115,000 prospective buyers and the Louisville Show—which is open only to members of the industry. and not to the general public—will draw about 12,000 industry members.

Financial Seminar *(from page 1)*

Contempo Enterprises, an RV manufacturing firm in North Hollywood, Calif., and chairman of RVIA's Board of Directors, will discuss RVIA's total lender outreach program and the goldmine of information it can provide to loan officers.

William R. Garpow, RVIA's vice president of public affairs, will highlight the findings of RVIA's recent survey detailing the 1982 experiences of lenders with their RV loan portfolios.

The program, chaired by Berner, will start at 1 p.m. and following all the speakers, there will be a guided tour beginning at 3 p.m. of the half-million square foot RV show, so that lenders will have the opportunity to see the 1984 lines of RVs that will be available to consumers come Spring.

The seminar registration fee will be $30 per person, which includes the program and tour as well as receipt of a Loan Officer's RV Data Kit providing resource information on the RV industry.

RV dealers who want to register their lenders should use the registration form in the RVIA dealer registration brochure recently mailed to them. Lenders can register directly by sending their check along with their name and financial institution to RVIA Finance Committee, P.O. Box 204, Chantilly, Va. 22021, prior to November 4. For more information on the seminar or the show, write RVIA at the above address or call toll free (800) 336-0154.

Proposed Commission on Recreation Policy Endorsed by RVIA, ARC

"RVs are used as the focal point of recreation by millions of American families," David J. Humphreys, president and general counsel of RVIA and chairman of the board of the American Recreation Coalition (ARC), told Congress when he testified September 23 in favor of Senate Bill 1090, which would create a commission to set recreation policy at the national level.

"The commission offers us our best chance to overcome the inattention accorded recreation policy at the national level," Humphreys said as he spoke before the Public Lands and Reserved Waters Subcommittee of the Senate Energy and Natural Resources Committee.

The commission will be called the Outdoor Recreation Resources Review Commission (ORRRC) and will be made up of both public and private sector recreation community leaders. Its function will be to study and set appropriate policies to assure the continued availability of quality outdoor recreation to Americans.

Concern for People Needs

Humphreys expressed concern about whether the growing recreational needs of Americans are being met, saying that camping, hunting and other activities are being enjoyed by extraordinarily large portions of the public and yet there are reductions underway in the quality and quantity of many recreation opportunities.

In addition to the commission actually setting recreation policy, its creation would be expected to stress the importance that Americans place on recreation and to help steer other federal policies away from discrimination against active leisure-time pursuits. Such discrimination was the case in the energy policy of the late 1970s.

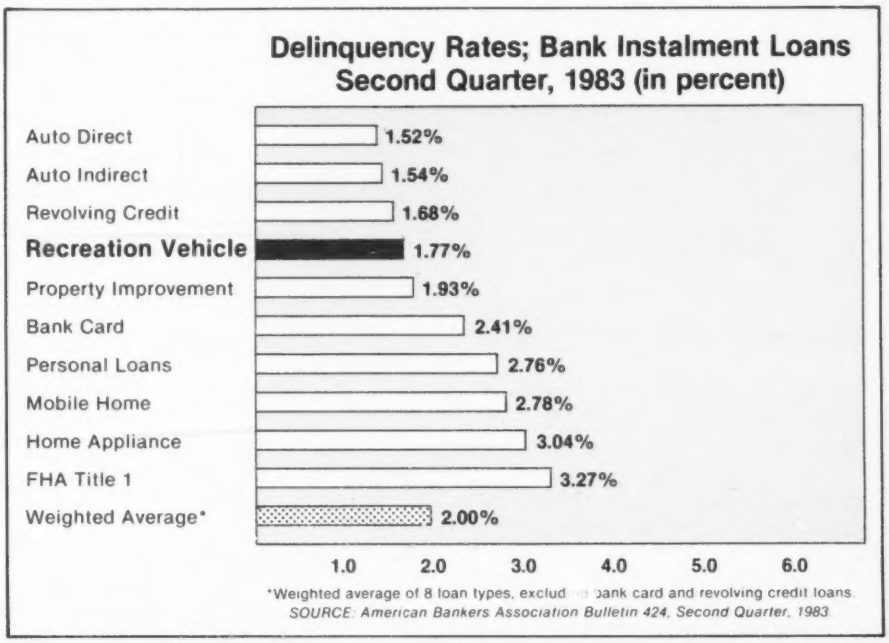
"Many Americans came to feel guilty about their chosen avenues to healthy fun. And the guilt was widespread because virtually every type of recreation requires energy in the activity or in travel to and from the activity sites."

In addition to energy policy, Humphreys said another major concern for the commission would be the management of America's public lands and waters, in which recreational needs are frequently overlooked in favor of commodity interests—timber, grazing, minerals, oil and gas—and preservation interests.

Humphreys' testimony was as both a representative of the recreation community as a whole—ARC brings together 90 corporations and associations in the recreation community—and as a representative of the multi-billion dollar a year RV industry, which produces RVs that are the focal point of recreation for millions of American families.

Other RV industry representatives testifying in favor of the bill were: Arthur Peterson of Kampgrounds of America (KOA) in Billings, Mt.; Charles McIlwaine of The Coleman Co., Inc. in Wichita, Ks., and William

(more on page 4)



2nd Quarter RV Delinquencies Tumble

Recreation vehicle loans continue to maintain their high repayment rating, according to the most recent quarterly delinquency rate figures charted by the American Bankers Association (ABA). The ABA figures show RV loans in the 2nd quarter of 1983 dropped below the first quarter's 1.97% rating and checked in with only a 1.77% delinquency rate. They ranked fourth in a field of the ten loan types regularly charted by ABA.

RV loans were surpassed only by direct auto loans (1.52%), indirect auto loans (1.54%) and revolving credit loans (1.68%). In addition, RV loans were well above the weighted average for all ten loan types, which was 2%.

"The continued low delinquency rates of RV loans are a healthy sign for both lenders and the RV industry alike," says Robert L. Berner, vice president of Citicorp in New York and chairman of RVIA's Finance Committee, "and they are one of the reasons lenders like the profitability of RV portfolios.

"Low delinquencies signal the fact that RV owners are serious about enjoying their RVs and the lifestyle they offer and that buying an RV is important to them."

In the second quarter, other delinquencies charted by ABA that ranked below RVs were: property improvement loans (1.93%), bank card loans (2.41%), personal loans (2.76%), mobile home loans (2.78%), home appliance loans (3.04%), and FHA Title 1 loans (3.27%).

RV loans for the first two quarters of the year averaged only 1.87% delinquent, while the weighted average for the same time period was 2.12%.

ABA defines a delinquent loan as one that is more than 30 days past due.

RVIA Officers Re-elected for '84

The entire Executive Committee of RVIA's National Board of Directors was reelected at the association's National Board meeting September 21 in Long Beach, Calif.

Norm Jacobson, vice president of Contempo Enterprises, North Hollywood, Calif., was reelected for a second term as RVIA's chairman of the board, along with Gene Stout, executive vice president of Coachmen Industries, Inc., Middlebury, Ind., as 1st vice chairman of the board, and John Casey, president of Shurflo, Anaheim, Calif., as 2nd vice chairman.

In addition, Dick Willibrand, president of Play-Mor Trailers, Inc., Westphalia, Mo., was reelected RVIA's secretary, and Warren Jones, president of Hehr International Inc., Los Angeles, Calif., was reelected treasurer.

These five officers, along with David J. Humphreys, RVIA's president and general counsel, and immediate past chairman Elden Smith, serving ex officio, will form RVIA's Executive Committee for 1984.

All elections became effective on October 1, 1983.

RV FINANCIAL FACTS

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Vice President George Bush expresses enthusiasm for his recent Glacier Park camping week-end, where fishing, hiking, and boating were all part of his recreation activities.

"He Likes It!"

Vice President Bush Goes Camping At Suggestion of Recreation Community

"Our country is especially blessed in its recreational outlets," said Vice President of the United States George Bush following a weekend of camping, hiking, fishing and boating at Glacier National Park in northern Montana, where he was accompanied by about twenty persons including RVIA President and General Counsel David J. Humphreys and several other RVIA members.

The Vice President's trip was suggested and arranged by the American Recreation Coalition (ARC), the Washington, D.C.-based association that brings together more than 90 corporations and associations involved with recreation. Humphreys serves as chairman of the board of ARC; Derrick Crandall is ARC's president.

Humphreys and the other RVIA members on the trip played key roles in assuring that the Vice President and Mrs. Bush, and their invited guests—U.S. Senator and Mrs. Alan Simpson (R-WY), U.S. Representative and Mrs. Ron Marlenee (R-MT), National Park Service Deputy Director Mary Lou Grier, and Forest Service Chief Max Peterson—enjoyed a true outdoor experience at Glacier, particularly during their evenings and mornings at Glacier's Fish Creek Campground.

Dave Humphreys, as chairman of ARC, was invited to speak before the Vice President and his special guests at a steak barbeque dinner Sunday evening, Aug. 7. Humphreys thanked the Vice President, on behalf of the recreation community, for the number of important steps the Reagan Administration has undertaken to care for national parks and other natural resources managed by the federal government. He also said the recreation community clearly recognized how much both President Reagan and Vice President Bush value recreation, and thanked them for their willingness to express their attitude about the importance of recreation publicly. He promised that he would help spread the message of the Administration's commitment to the millions of Americans represented by the coalition.

Commission Endorsed

(from page 3)

Estes of the Good Sam Club, an RV owners association in Agoura, Calif.

Also, other recreation groups testifying included: the National Park Service, the U.S. Forest Service, the Outdoor Recreation Policy Review Group, the National Recreation and Parks Association, Outboard Marine Corp., and the U.S. Recreational Ski Association.

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Vol. 9, No. 4 Winter 1983-1984

"Outlook for Economy Looks Good," Freund Tells RV Lenders

Coalition Works for Better Industry Future

"If I were going to lend money, I'd like to know what risks are involved," David J. Humphreys, RVIA's president and general counsel, told nearly 200 financial executives attending the Lenders' Day program, Nov. 30, in Louisville, Ky., as a feature of RVIA's national RV show.

Humphreys said RV industry sales were up 40% for 1981-82 and anticipated to do another 40% in 1983, with all signs indicating the industry will be doing at least that well in 1984.

Then he posed the question: "What about the future?"

"The RV industry has had good years before and then bad ones," he said. "I can assure you that's been a big concern of mine and has played a big part in the strategies we've designed to protect the industry in the future."

A major part of those strategies, Humphreys said, has been the creation of the American Recreation Coalition (ARC), a four-year-old organization now consisting of more than 80 recreation groups joined together to raise the level of awareness of the importance of recreation in America.

Humphreys serves as chairman of ARC and its RV industry members include campground owners, dealers, manufacturers, suppliers and even owners.

Pointing to the drop in RV sales in the late 1970s due in part to the energy crunch and high interest rates, Humphreys told the financial gathering that "the problem was we were hit from

Dr. William Freund

blindside. We weren't singled out on purpose but we were hit very quickly and with very little warning."

At that time, with gas lines forming, regulations had been enacted banning the use of recreation vehicles and boats on weekends.

"The likelihood of this happening again is very small," Humphreys said. "ARC will give us a good deal of protection so that our good times won't suddenly go sour. We'll have a great deal of warning and I think we'll have a lot of protection.

"ARC has made numerous inroads in gaining access to the highest places in government and carrying the message that recreation is very important in terms of jobs and in terms of the mental and emotional welfare of the nation.

"We had the Vice President of the United States out camping this year. He went to Kalispell, Mt.—actually camped out. The point is we're getting exposure at the highest levels. He's very

(more on page 2)

"I'm bullish on America."

"The outlook for the U.S. economy is good and the RV industry and related financial institutions will rank at the top of the list among those sharing the benefits of this improved economic development."

That was the message of Dr. William Freund, senior vice president and chief economist of the New York Stock Exchange, as he spoke about "What is Ahead for Business," to members of the financial community at RVIA's lenders day seminar in Louisville, Ky., Nov. 30.

He told the assemblage of nearly 200 financial executives from banks, S&Ls, and instalment finance firms that: "The current economic scene resembles in many ways the early 1960s—our strengths are very great. We produce much of our own oil, we have adequate supplies of coal, we are the food basket of the world, and foreigners have confidence in our political and economic stability."

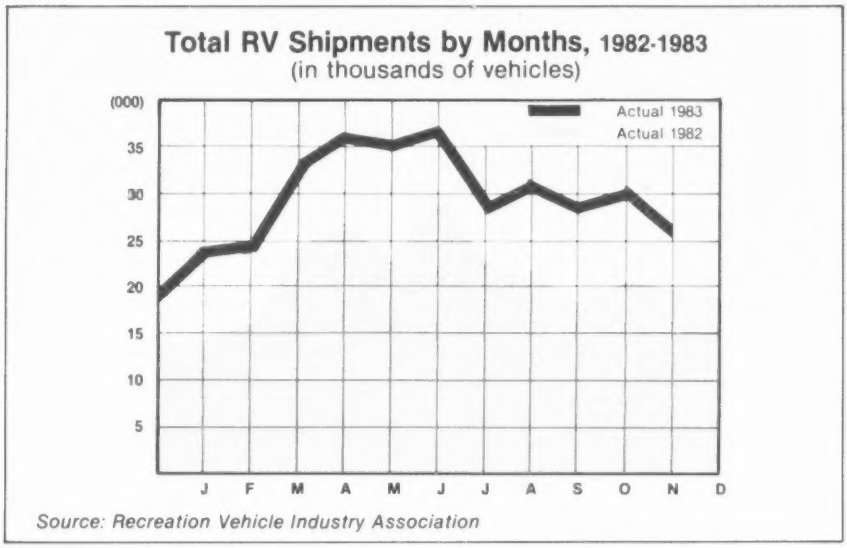
"Perhaps much of my optimism," he said, "stems from what corporations are doing themselves. They've cut fat, they've become leaner, they've become more productive, they are spending more on research and development, recognizing that it is the fountainhead of economic progress. Venture capital today is flowing more abundantly.

"Our most serious economic ailment," he said, "has been a loss of productivity growth.

"It used to be 3 percent per an-

(more on page 2)

RECREATION VEHICLE INDUSTRY ASSOCIATION



Source: Recreation Vehicle Industry Association

RV Shipments Booming, Highest in Five Years

Recreation vehicle shipments through November—the latest month for which figures are available—show more RVs have been shipped from manufacturing plants to dealer sales centers so far in 1983 than were shipped total in each of last four years.

By the end of November, 333,200 RVs were shipped as compared with 258,000 in all of 1982; 239,100 in 1981, and 181,400 in 1980.

Shipments in 1983 have been running 39% ahead of 1982. Based on performance to date, year-end shipments are expected to top what they've been for the last five years.

"This will be our third consecutive year of spiraling industry sales," said Norman Jacobson, RVIA's chairman and vice president of Contempo Enterprises in North Hollywood, Calif. "There's just one word I can use to describe the performance: Sensational!"

For the month of November alone, a total of 26,000 RVs were shipped, up 32% from November 1982. Of the three basic categories of RVs—motor homes, towables, and multi-use vehicles—motor homes had the largest percentage increase, jumping 83.9% to 5,700. They were followed by multi-use vehicles, rising 23.7% to 12,000 and towables, up 20.3% t0 8,300.

In the motor home category, the largest percentage jump was for shipments of chopped vans, jumping 91.7%. They were followed by the largest units—conventional Type A—climbing 81.3%, and by van campers, up 66.7%.

Consumer intentions to rent and buy RVs also remained high in November, according to data regularly charted by the Survey Research Center of the University of Michigan. A total of 17.3% of those surveyed said they might rent an RV in the next twelve months while 7.2%—3% higher than in November 1982—said they might buy an RV within the year. Survey participants were asked the question: "Would you consider renting or buying a recreation vehicle in the next year or so?"

Coalition Works *(from page 1)*

aware of what we're doing . . . so are the Secretary of Energy, the new Secretary of Interior, the Secretary of Agriculture and the President himself."

The message of ARC, Humphreys reiterated, is: "If the United States has a headache—whether it's an energy headache, an interest rate headache or whatever it is, throwing recreation in the trash is not a very good idea. Perhaps we should take our fair share of the hit but we are a high-priority item from many points of view and should be recognized as that and really basically protected."

The U.S. Senate passed a bill recently to establish an Outdoor Recreation Resources Review Commission (ORRRC) to look at new types of

(more on page 3)

Freund on Economy *(from page 1)*

num—we used to pride ourselves that we could grow in productivity 3 percent a year. (But) our productivity growth has dwindled in the 70s from 3 percent a year to 2% to 1% to O. Until very recently . . . productivity growth in the last three years was actually negative.

"Productivity growth is the source of all economic progress. I believe that in the 1980s our productivity will grow once again. One reason is there is a new attitude."

Freund also pointed to consumer capital gains and deregulation of industries as other positive factors that are and will continue to affect the economy.

"Even though consumers won't spend their capital gains, I'm sure they feel a little more affluent, they a little more optimistic, they feel a little more inclined to spend."

Deregulation Boon

For consumers looking for dollars to buy recreation vehicles, Freund said: "Deregulation of the financial industry will benefit and present greater opportunities for lending in the RV market."

In addition to deregulation, Freund noted the following processes at work among financial institutions: diversification, automation, consolidation and internationalization.

Four other speakers joined Freund in addressing the financial executives at RVIA's lenders seminar, which was held in conjunction with the association's 21st Annual National RV Show, Nov. 29-Dec. 2.

Ann Clurman, vice president of Yankelovich, Skelly & White, well-known marketing consultants, gave highlights of their new study titled "RV Market: A Social Values Based Assessment." (Story on p. 3.)

In addition, Dave Humphreys, RVIA's president and general counsel, detailed the current state of the RV industry (page 1); Norman Jacobson, RVIA's chairman of the board and vice president of Contempo Enterprises in North Hollywood, Calif., discussed the RV industry's goal of reaching out to the financial community, and William R. Garpow, RVIA's vice president of communications and Finance Committee staff liasion, highlighted RVIA's Annual Survey on Recreation Vehicle Financing.

RV Loan Delinquencies Best in Five Years

Recreation vehicle owners are continuing their good record of repaying RV loans in a timely manner, according to 1983 third quarter loan delinquency figures compiled by the American Bankers Association (ABA).

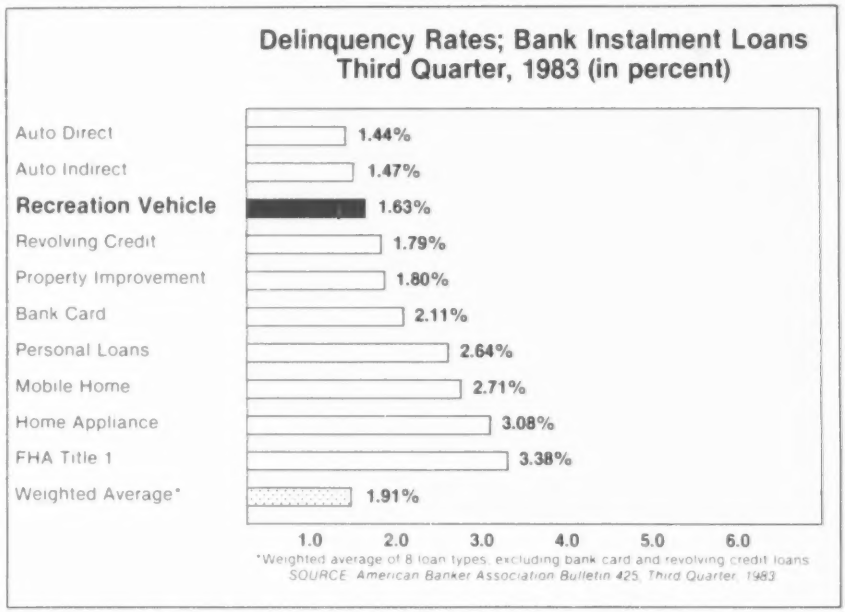
The ABA figures show that only 1.63% of all RV loans were delinquent in the third quarter—their lowest point in more than five years—making RV loans one of the three lowest in delinquencies in a field of ten loan types regularly charted by ABA and far less than the 1.91% weighted average for all the loan types charted.

Historically, RV buyers have proven their commitment to the RV lifestyle by repaying their loans promptly, but the recently improved economy has also helped in further lowering the delinquency rate.

The first quarter RV loan delinquency rate was 1.97%, falling to 1.77% in the second quarter and down another .14 percentage point in the third quarter. For all three quarters, RV loans averaged only 1.79% delinquent.

In addition to RV loans, the other loan types with the lowest ABA delinquency rating were direct auto loans (1.44%) and indirect auto loans (1.47%). The other loan types charted were for: revolving credit (1.79%), property improvement (1.80%), bank cards (2.11%), personal (2.64%), mobile homes (2.71%), home appliances (3.08%) and FHA Title I (3.38%).

ABA defines a delinquent loan as one that is more than 30 days past due.


Delinquency Rates; Bank Instalment Loans
Third Quarter, 1983 (in percent)
Auto Direct 1.44%
Auto Indirect 1.47%
Recreation Vehicle 1.63%
Revolving Credit 1.79%
Property Improvement 1.80%
Bank Card 2.11%
Personal Loans 2.64%
Mobile Home 2.71%
Home Appliance 3.08%
FHA Title 1 3.38%
Weighted Average* 1.91%
1.0 2.0 3.0 4.0 5.0 6.0
*Weighted average of 8 loan types, excluding bank card and revolving credit loans
SOURCE: American Banker Association Bulletin 425, Third Quarter, 1983

Coalition *(from page 2)*

recreation that have come of age in the last 20 years and recommend how best to protect it. ARC members had earlier testified before Congress on behalf of the bill and feel its passage is a step in the right direction.

"The recreation community," Humphreys concluded, "has now literally locked arms and we're prepared to fight to the death when there's a proposal against any part of the recreation community. The network we've put together through ARC is the best insurance that we won't get hurt in the future."

Changing Social Values Favor RV Market

Shifting social values in America can be included among the key reasons for the current success of the recreation vehicle industry and provide encouraging insight into the RV market's outlook, according to a new study by the internationally-known marketing and social research firm Yankelovich, Skelly and White.

The report, "The RV Market: A Social Values Based Assessment," refers to "a move to a more strategic, less impulse-oriented, more mature values system" among today's society as one of the important reasons for the recent performance of the RV market.

"The baby boom generation, now approaching the age when they are most likely to buy an RV (29-44) grew up with the leisure ethic, and still believe in it—but they now recognize the need to consider leisure strategically. They are more willing to spend money for a product that will, over time, give them value, options and a variety of leisure experiences," the report states.

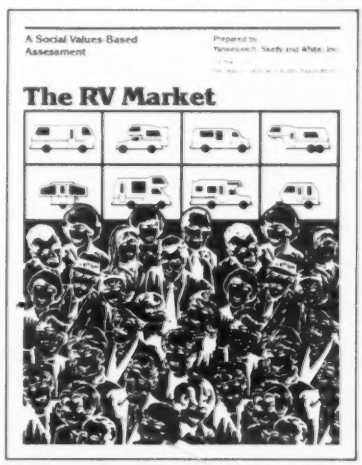
"This trend is favorable to the recreation vehicle, with its flexibility, its many uses, and its perceived value for the dollar."

Yankelovich, Skelly and White also point to a number of other shifting social values which are likely to impact favorably on the RV industry's future. Among them are:

* Renewed emphasis on family togetherness. "Americans have begun to recognize some of the penalties of the focus-on-self — personal isolation, divorce, low productivity, fewer close relationships. Consumers are increasingly interested in family outings and vacations and less interested in novel, exotic and experimental vacation activities. The RV gives more of a sense of family adventure than a car trip to an ordinary hotel."

* Renewed emphasis on self-reliance. "The recreation vehicle may be appropriate here because it can allow consumers a measure of self-

(more on page 4)



Van Safety Program Helps Buyers, Dealers

A van conversion safety program is being implemented by RVIA in February, it has been announced by Don Cuzzocrea, president of Starcraft R.V. of Topeka, Ind., and chairman of RVIA's Custom Van Conversion Manufacturers Committee.

The purpose of the program will be to assist van converters in improving overall conformance to the mandatory

Federal Motor Vehicle Safety Standards (FMVSS) and to heighten consumer and dealer awareness of these standards and the vehicle safety which they help provide.

Under the Vehicle Safety Act, van conversion manufacturers and the dealers who sell their products are both legally responsible for assuring that such items as tires and rims, seating systems, seat belt assemblies and the flammability of interior materials are in conformance with the federal mandate. According to the federal regulations, a fine of $1,000 can be levied for each non-complying vehicle sold and this is in addition to any product liability losses or the possibility of a federally-ordered recall campaign to remedy the violation for each vehicle involved.

A major part of RVIA's program will be the association's new black and silver van conversion seal, which the van conversion manufacturer must affix near the tail light of each van conversion making it easy for both consumers and dealers to clearly identify vehicles built by converters participating in the RVIA safety program.

"There are many conscientious van conversion manufacturers out there who are either ignorant of the federal regulations or are finding it increasingly difficult to compete in the marketplace and are cutting corners where they shouldn't be," says Norman Jacobson, chairman of the board of RVIA and vice president of Contempo Enterprises, a van conversion firm in North Hollywood, Calif.

"RVIA presently has more than 50 van converter members throughout the country," Jacobson says, "but there are many more out there that need to be made aware of their responsibilities and how to live up to them."

RV Shows Huge Success; Attendance High

Dealer attendance at both of RVIA's fall shows was up significantly, offering further evidence that the industry has reached its healthiest state since 1978.

A total of 7,845 dealers—19% more than last year—attended the 21st Annual National RV Show in Louisville Nov. 29 - Dec. 2.

RVIA's 31st Annual Recreation Vehicle and Manufactured Housing Show at Dodger Stadium in Los Angeles attracted 2,041 RV dealers, 9% more than last year, during its Nov. 2-4 trade days.

Including manufacturer and supplier exhibitors, warehouse distributors, campground operators, lenders and others, the Louisville Show drew more than 15,142 industry persons. Except for 1978, that figure has not been surpassed in the past eight years. The show is open only to industry-related people.

The Louisville Show also covered more than half a million net square feet of exhibit space.

The Dodger Show was also bigger in terms of space sold and number of units displayed than it has been since the late '70s. It also attracted a near-record 112,000 consumers, despite 2½ days of rain and several other days of threatening weather during its run.

Exhibitors at both shows were ecstatic, reflecting the high spirits of retailers who had come to see their new lines and to purchase their products.

Changing Values *(from page 3)*

reliance. They can travel and vacation on their own in the country—without demanding the knowledge of camping required of a backpacker."

* A growing sense of regionalism. "Consumers want to be part of something greater than themselves; some are responding to this need by growing increasingly interested in their community and the region in which they live. As consumers learn more about their areas, they are likely to want to travel locally. Such travel, within driving distance, favors an option such as the RV."

Positive Effect on RV Market

From the RV industry's point of view, the most encouraging part of the report is that Yankelovich, Skelly and White believe that these social values will last.

"Since we believe the shifts are deep and enduring, the positive effects accruing to the RV market from social values are likely to be long-lived," the report states.

Copies of the report are available from the Recreation Vehicle Industry Association (RVIA) by sending $5.75 to RVIA Publications, Dept. Y, P.O. Box 204, Chantilly, Va. 22021.

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